

## MARKETING STRATEGIES OF SARAS DAIRY IN DAIRY INDUSTRY

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### ABSTRACT

*Dairy is a large scale agronomics production. Dairy milk animals abide approximately in every country all over the world, and on dairy farms up to one billion people lives. It is an important part of rural areas and also plays a crucial role in universal system of food. It is a widely acknowledged fact that the sector of dairy industry directly afford to the economies of a number of association, block, society and countries. An organization's concept combines all its marketing goals into one comprehensive plan. An excellent marketing strategy wants to be focal point on the product mix in aligning to fulfill the biggest profit and drawn from market research and keep up the livelihood enterprise. Marketing strategy is the groundwork of a marketing plan. The main motive of marketing strategy referred as innovational techniques adapted by dairying management to maximization the profit and benefits. In this paper we will examine around the dairy marketing strategies implemented in 'SARAS':*

**KEYWORDS:** *Marketing Strategy, Saras Dairy Industry, Product Mix, Sales, Innovational Techniques.*

### Introduction

In different regions of Rajasthan, Dairy Cooperatives have played an crucial role to promote the economy of milk producer households. Milk is processed and marketed by 170 Milk Producers' Cooperative Unions, which federate into 15 State Cooperative Milk Marketing Federations. The Dairy Board's activities and programmes seek to build up the operating of Dairy Cooperatives, as originator-owned and contained federation.

The first decade of the 21<sup>st</sup> century challenged firms to prosper financially and even survive in the face of an unforgiving economic environment. Addressing for those challenges marketing is playing a key role. Finance, operations, accounting and other business functions won't really matter without sufficient demand for products and services so the firm can make a profit. Thus, financial success often depends on marketing ability. The marketing plan is the structure of a marketing strategy. Marketing mix and swot analysis are important strategies used in marketing. Marketing mix consists of Products, place, price, promotion. Swot analysis consists of strength, weakness, opportunities, threats - strength focus on vantage of the industry, weakness significance on the deficiency of industry, opportunity focus on the prestige of the industry, threat of industry focus on their risk, presage and future problems.

### Review of Literature

**Lakshmana (2002)** mentioned that greater part of the appellants (45.83%) were doing farming alone, 17.50% of appellants were doing farming and dairying and 16.67 per cent of respondents were doing farming and service.

**Vijayavinashilingam (2004)** revealed that the majority of the tribal dairy respondents (39.54%) were having "dairying with agriculture" as their main vocation be subsequent to "dairying and government job" (23.53%) and "dairying with laborers" (13.4%).

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**Banwari (2006)** mentioned that with regard to income of the members from the dairying, majority of the members (53.20%) earned up to Rs. 5000 per year.

**Sah (2007)** reported that respondent's of the respondents (75.55%) had middle calm of economic motivation, followed by 12.78 and 11.67 %s of respondent shaving high and low level of economic motivation, respectively and level of medium milk production i.e., between 8.3 to 26.38 Lts /day among respondent's majority (66.11%).

**Need of the Study**

The Saras dairy had adopted marketing strategies to improve the growth of the business so, this study has made an attempt to provide analyze the effectiveness of Saras dairy.

**Objective**

To analyze the Marketing and commerce Strategy of Saras dairy.

**Methodology**

This study based on secondary data. The secondary data for the study have been collected from reports, journals and various publications of marketing strategies in dairy industry, Directorate of economics and statistics website of RCDF and Government of Rajasthan, Directorate of Animal Husbandry, Jaipur.

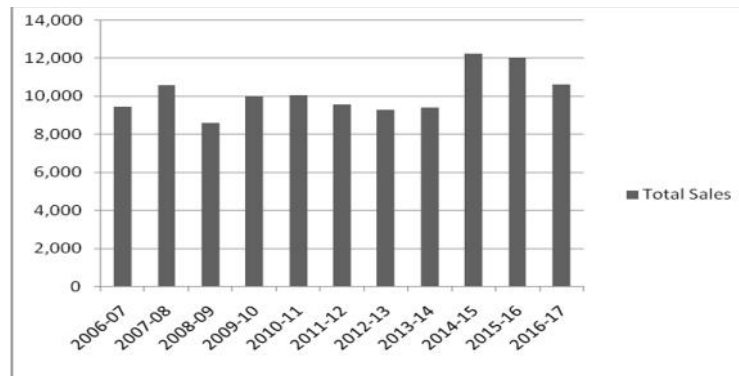
**Marketing Strategy of Saras**

The segmentation of Saras is the core population and in regular, we will find all people of demography and different age groups are enjoying Saras products. Saras is not only prompt toned milk and double toned milk, but also in Butter, Cheese, chacha, lassi and else such a one products. As it has a very wide product valise, it doesn't only different for consumers but usage a core marketing fundamental. And till date, this fundamental has worked very hale and very well for the marketing strategy of Saras. Similarly, the target audiences are the regular people of middle class. This is because higher end customers do have a lot of high end products as an alternative in ice cream. However, for other products like Butter and cheese, both high end and low end customers is the target. In terms of positive way, Saras has top of the mind in every person because it is the superb brand when we talking of toned milk, Double toned milk, Ice cream, chacha, cheese, butter, lassi or any other milk based products than Saras come in mind.

**Vision of Saras**

Main vision of Saras to provide is more satiety to the farmers, consumers, employees and distributors. Two major competitive advantages of Saras have over other brands. Beginning and prime is the supply chain. Because suppliers of dairy are very vast numbers, Saras has a fabulous strength and accuracy in its supply chain. Hence it is able to produce high level productivity. The another competitive prevalence is the ample product portfolios due to which it can run Saras Shoppe's and its products have also present in retail. The product folder is such that production like Milk and Chacha are the industry for cash cows. Saras milk and other milk products sell increase in Rajasthan every year. There are many saras booths are working in all districts in Rajasthan. The table shows last 11 year of milk sales:

<b>Sales of UHT Milk Per Year</b>	
<b>Year</b>	<b>Total Sales (000, LTR)</b>
2006-07	9,433
2007-08	10,573
2008-09	8,572
2009-10	10,001
2010-11	10,038
2011-12	9,531
2012-13	9,277
2013-14	9,398
2014-15	12,213
2015-16	12,025
2016-17	10,613



Source: Government of Rajasthan, Directorate of Animal Husbandry, Jaipur

Dairy industry is growing progressively every year but before year 2014-15 sale of milk up and down and after 2014-15 year the sale of milk more than comparative to 2016-17. This growth not only helps in milk sale but also helpful in increasing income, employment opportunities and rural development. Saras have provided more satisfaction and delightness to consumers. Saras launched many schemes, incentive and sales promotion for consumers during last few years like 'Double Dhamaka', 'Triple Dhamaka', Saras Dhoom, 'Schemes of Home Delivery' etc. The 'Customer Satisfaction Index' is an indicator of the performance of the Saras. Through dairy cooperative societies Saras has also started marketing ghee in rural areas. The result we found that presently through DCSs we are selling ghee over 85 MT.

#### SWOT Analysis of Saras Dairy

The whole evaluation of a Dairy industry strengths, weaknesses, opportunities, and threats is called SWOT analysis. It's a way of monitoring the internal and external marketing environment. A dairy industry unit must monitor key implication micro environment and macro environment forces factors that affect its capability to gain profits. Tracking for trends it should set up a marketing intelligence or perspicacity system, opportunities, probability and any other important advancement. Good marketing is the art of conclusion, champion cherish, sacrifice, beneficial, fruitful, gainful, make capital of and profitable from these turning point. An area of buyer need is a Marketing Opportunities and dairy industry interest has a high possibility of gainfully satisfactory. There are three main sources of market opportunities has a main three sources. The first is to offer something that is in short supply. This requires tiny marketing talent, as the need is fairly obvious. The second is to supply an extant product or service in admirable or latest way. How? The problem detection method asks consumers for their opinion and suggestions, and the consumption chain method asks them to chart their steps in accuracy, and the ideal method has them imagine an optimal version of the product or serviceability. This final and last end method is regularly frequent to a totally new product, supply or service. Merchandiser wants to be good at supporting liberty. Consider the following:

- A Saras Dairy federation may benefit from converging industry trends and introduce hybrid products or services that are new to the market.
- A Saras Dairy may make a buying process more convenient or efficient.
- A Saras Dairy can meet the need for more information and advice.
- A Saras Dairy can customize a servicing or product.
- A Saras Dairy introduces new products.
- A Saras Dairy may be able to deliver a product or service faster.
- A Saras Dairy may be able to offer a product at a much lower price.

Saras dairy always introduces a new product for consumers. These products are very good and taste full. Saras dairy establish many booths for selling those products. Saras is a good and healthy brand for everyone.

#### Conclusion

Marketing is a policy making and regulative function and a set of procedure for construct, communicating, and delivering value to consumers and for operating consumer's relationships in ways that betterment the organization. Marketing strategy is the art and science of choosing ambition markets

and gaining, protection, and developing consumers through conceive, distributing and conveying admirable consumer value. Merchant are adept at regulating demand: they seek to control its consistent, fabricate, and combination for applicability, calamity, goods, experiences, actuality, human, area, estate, organizations, knowledge, ideas and conclusion. The lot population is apportionment of Saras and in generic, we will find out all different age group people like children, adult and senior citizens and population vital statistics enjoying Saras products. As long as Saras is not only present at this moment milk, but also in Butter, Cheese, Chacha, Lassi, Srikhand and many other different products. Saras has a very especial broad product folder, it does not different in its consumers but appliance a core marketing principle. And still date, these principiums are working very hale for the marketing strategy of Saras. Similarly, the target audiences are the routine ordinary people. For some products both high-reaching butt end and low-lying butt end consumers is the ambition.

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